IMPACT OF MOBILE PAYMENT APPS ON CONSUMER'S BUYING BEHAVIOUR

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ABSTRACT:

With the rapid advancement in mobile technology, the integration of mobile payment apps into daily transactions has become increasingly prevalent. This paper examines the profound influence of mobile payment apps on consumer buying behavior across various sectors. The study delves into the factors driving the adoption of mobile payment apps, including convenience, security, and incentives offered by service providers. Additionally, it explores how the widespread use of mobile payment apps has reshaped consumer purchasing patterns, fostering a shift towards cashless transactions and altering traditional shopping experiences.

KEYWORDS: Impact, mobile payment, consumer, purchasing behaviour,

INTRODUCTION:

In the rapidly evolving landscape of commerce, the emergence of mobile payment apps has revolutionized the way consumers engage in transactions. These applications offer convenience, speed, and security, transforming traditional payment methods and shaping consumer behaviour in profound ways. Understanding the impact of mobile payment apps onconsumer buying behaviour has become imperative for businesses seeking to adapt and thrive in the digital age. In the rapidly evolving landscape of commerce, the emergence of mobile payment apps has revolutionized the way consumers engage in transactions. These applications offer convenience, speed, and security, transforming traditional payment methods and shaping consumer behavior in profound ways. Understanding the impact of mobile payment apps on consumer buying behaviour has become imperative for businesses seeking to adapt and thrive in the digital age. One significant aspect of mobile payment apps is their influence on consumer convenience. By eliminating the need for physical wallets or cards, these apps streamline the purchasing process, allowing consumers to complete transactions anytime, anywhere. This

New found convenience has led to changes in consumer behaviour, such as increased impulse purchases and a preference for businesses that offer mobile payment options. However, despite the numerous benefits associated with mobile payment apps, there are also challenges and considerations that warrant investigation. Issues such as data privacy concerns, interoperabilitybetween different platforms, and accessibility for marginalized populations underscore the complexity of this phenomenon. In this research, we aim to go through deeper into the impact of mobile payment apps on consumer buying behaviour. By exploring factors such as convenience, trust, security, and the integration of mobile payments into the broader retail ecosystem, we seek to provide valuable insights for businesses, policymakers, and researchersalike. Ultimately, understanding how mobile payment apps shape consumer behaviour is essential for navigating the evolving landscape of digital commerce and fostering sustainable growth in the marketplace.

OBJECTIVES OF THE STUDY

- To explore how the availability and use of mobile payment apps affect consumer'spurchasing frequency, expenditure, and decision-making process.
- To examine the psychological aspects that influence consumer's trust, perception andbehaviour towards mobile payment apps.
- To investigate the factors influencing the buying behaviour of the consumers withmobile payment apps.
- To examine the satisfaction level of the consumer's buying behaviour pattern throughmobile payment app.

METHODOLOGY

The collected data were analysed by using the following statistical tools namely percentage analysis and graphical method like bar diagrams, pie charts and ranking method.

PERIOD OF THE STUDY

The Survey conducted among citizens in Thoothukudi City during a period of 4 Months fromDecember 2023 to March 2024

AREA OF STUDY

The study area is limited to Thoothukudi City, Tamil Nadu.

FRAMEWORK OF ANALYSIS

Regarding the Study of impact of mobile payment apps on consumer's buying behaviour, the researcher collected all primary and secondary data to have a clear view of the project. The data collected through questionnaire and schedules were tabulated, classified and analysed on the basis of Percentage AnalysisGarrett Ranking Likert's Scale Chi Square

LIMITATIONS OF THE STUDY

Though best efforts were taken to minimise the limitations, still the study is not freefrom limitations. Therefore, limitations are

- The study covers only the city of Thoothukudi. So, the results may not apply to otherareas.
- The whole population of respondents could not be approachable.
- While collecting primary data biasness of respondents in answering the questions wasa barrier.
- Reliability and accuracy of the study depends on the respondents' openness andtrueness towards answering each question in the questionnaire.

RESULTS AND DISCUSSION:

ATTITUDE TOWARDS USING MOBILE PAYMENT APPS

PARTICULARS	HS	S	N	D	HS	TOTAL
1.No need to carry cash	37	63	13	6	1	120
2. enabling faster and easier checkout	16	40	40	22	2	120
3. increased savings habits	9	32	58	18	3	120

4. getting cashbacks	12	43	46	17	2	120
5. can track the spending habits	15	42	40	12	11	120
6. convenience	10	44	46	15	5	120
7. reduces purchasing behaviour	17	47	40	10	6	120
8. no need to wait in a queue for paying	25	58	30	4	3	120
9. time saving	31	55	28	3	3	120
10.easy to navigate	33	47	30	8	2	120

PARTICULARS	HS	S	N	DS	HD	TOTAL	AVERAGE	RANK
1.No need to carry cash	185	252	39	12	1	489	4.07	I
2. enabling faster and easiercheckout	80	160	120	44	2	406	3.38	VI
3. increased savings habits	45	128	174	36	3	386	3.21	X
4. getting cashbacks	60	172	138	34	2	406	3.38	VI
5. can track the spending habits	75	168	120	24	11	398	3.31	IX
6. convenience	50	176	138	30	5	399	3.32	VIII
7. reduces purchasing behaviour	85	188	120	20	6	419	3.49	V
8. no need to wait in a queue forpaying	125	232	90	8	3	458	3.81	IV
9. time saving	155	220	84	6	3	468	3.9	II
10.easy to navigate	165	188	90	16	2	461	3.84	III

SOURCE: PRIMARY DATA

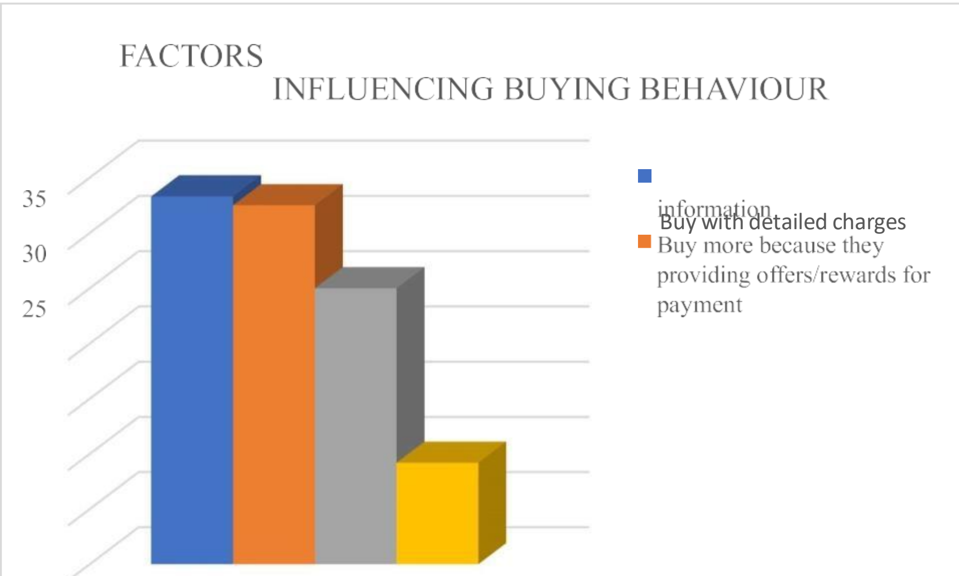
INFERENCE

The above table using likert scaling technique reveals that "No need to carry cash" hasthe highest score of (4.07) and therefore it is ranked first, followed by "time saving, easy to navigate, no need to wait in a queue for paying, reduces purchasing behaviour, enabling fasterand easier checkout, getting cashbacks, convenience, can track the spending habits, increased savings habits."

FACTORS INFLUENCING BUYING BEHAVIOUR

Particulars	No. of. Respondents	Percentage
Buy with detailed charges Information	40	33.3
Buy more because theyproviding offers/rewards for Payment	39	32.5
It changes lifestyle	30	25
Can buy without any limit	11	9.2
Total	120	100

SOURCE: PRIMARY DATA



Can buy without any limit

5

0

INFERENCE:

The table3.18 indicates the factors influencing the buying behaviour of respondents. 33.3% prioritize buying with detailed charges information, 32.5% buy more because it's convenient for offers/rewards for payments, 25% attribute their buying behaviour to changes in lifestyle, and 9.2% can buy without any limits. Majority 33.3% of respondents, consider detailed charges information as the key factor influencing their buying behaviour.

IMPACT OF USING MOBILE PAYMENT APPS

PARTICULARS	HS	S	N	D	HS	TOTAL
1.Frequent Purchasing	37	63	13	6	1	120
2.Spending More Money in Purchasing	16	40	40	22	2	120
3.Addicted to Purchasing	12	43	46	17	2	120
4.Increases Online Shopping	9	32	58	18	3	120
5.Influences the Choice of Brands	15	42	40	12	11	120
6.Can Access Wider Range of Products	10	44	46	15	5	120
7.It Reduces the Savings Habit	17	47	40	10	6	120
8.Not Sticking in Budget	25	58	30	4	3	120
9.More Need of Network	31	55	28	3	3	120
10.Purchasing at Any Time	33	47	30	8	2	120

PARTICULARS	HS	S	N	DS	HD	TOTAL	AVERAGE	RANK
1.frequent purchasing	185	252	39	12	1	489	4.07	I
2.spending more money in purchasing	80	160	120	44	2	406	3.38	VI
3.addicted to purchasing	45	128	174	36	3	386	3.2	X
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5.influences the choice of brands	75	168	120	24	11	398	3.31	IX
6.can access wider range of products	50	176	138	30	5	399	3.32	VIII
7.it reduces the savings habit	85	188	120	20	6	419	3.49	V
8.not sticking in budget	125	232	90	8	3	458	3.81	IV
9.more need of network	155	220	84	6	3	468	3.9	II
10.purchasing at any time	165	188	90	16	2	461	3.84	III

SOURCE: PRIMARY DATA

INFERENCE

The above table using Likert scaling technique reveals that "frequent purchasing" has the highest score of (4.07) and therefore it is ranked first, followed by "more need of network, purchasing at any time, not sticking in budget, it reduces the savings habit, spending more money in purchasing, increases online shopping, can access wider range of products, influencesthe choice of brands, addicted to purchasing.

RELATIONSHIP BETWEEN OCCUPATION AND MAXIMUM AMOUNT TRANSFER THROUGH DIGITAL MODE

HYPOTHESIS: Ho -There is no significant relationship between occupation and maximumamount transfer through digital mode

HYPOTHESIS: H_1-There is a significant relationship between occupation and maximumamount transfer through digital mode

Observed frequency

Maximum Amount / Occupation	Up To 25000	25000 To 50000	More Than 50000	Total
Unemployed	4	0	0	4
Student	39	10	0	49
Homemaker	14	4	0	18
employed	18	12	9	39
Self-employed	4	1	1	6
Professional	4	0	0	4
Total	83	27	10	120

Expected frequency

Maximum Amount / Occupation	Up To 25000	25000 To 50000	More Than 50000	Total
Unemployed	2.76	0.9	0.33	3.99
Student	33.89	11.02	4.08	48.9
Homemaker	12.45	4.05	1.5	18
employed	26.97	8.77	3.25	38.99
Self-employed	4.15	1.35	0.5	6
Professional	2.76	0.9	0.33	3.99
Total	82.98	26.99	9.99	120

O	E	O-E	$(O-E)^2$	$(O-E)^2/E$
4	2.76	1.24	1.53	0.55
0	0.9	0.9	0.81	0.9
0	0.33	0.33	0.10	0.30
39	33.89	5.11	26.1	0.77
10	11.02	1.02	1.04	0.09
0	4.08	4.08	16.64	4.07
14	12.45	1.55	2.40	0.19
4	4.05	0.05	0.002	0.0004
0	1.5	1.5	2.25	1.5
18	26.97	8.97	80.46	2.98
12	8.77	3.23	10.4	1.18
9	3.25	5.75	33.06	10.17
4	4.15	0.15	0.02	0.004
1	1.35	0.35	0.12	0.08
1	0.5	0.5	0.25	0.5
4	2.76	1.24	1.53	0.55
0	0.9	0.9	0.81	0.9
0	0.33	0.33	0.10	0.30
				∑[(O-E)2/E] =25.07

SOURCE: PRIMARY DATA

DEGREE OF FREEDOM = (r-1) (c-1)

= (3-1) (6-1)

= 2 x 5

= 10

Table value = 18.307

Calculated value = 25.07

INFERENCE

Since the calculated value (25.07) is greater than table value (18.307), the null hypothesis is rejected. Hence it is concluded that there is a significant relationship between occupation and maximum amount transfer through digital mode .

FINDINGS:

- "No need to carry cash" is ranked first in attitude towards mobile payment apps.
- Majority (33.3%) of respondents are concerned about detailed charges informationinfluencing their buying behaviour.
- Majority (59.2%) of respondents said yes to making impressive purchases usingpayment applications.
- 45% of respondents consider social influence as a psychological factor influencing trustin mobile payment apps.
- Majority (43.3%) of respondents perceive convenience towards willingness to sharepersonal information.

SUGGESTIONS:

- It is suggested that mobile payment apps should provide incentives, discounts, rewards, loyalty programs and cashback offer to encourage consumers to choose specific apps for their purchases.
- Mobile payment apps may introduce income and expenditure tracking features on theirapps. This will help the customers to track their spending habits.
- From the data analysed, Mobile payments apps should ensure security and privacy of their customers.
- It is suggested that mobile payment apps may give maximum spending limit option on their platform to limit the people from unnecessary spendings.
- Mobile payment apps can introduce the features like provision for

grocery, bills payment and even automatic budget calculation option.

- Ensure that the apps have an intuitive and user-friendly interface, easy for consumers to navigate and complete transactions smoothly.
- Security measures, such as encryption, biometric authentication, and tokenization, to protect users' financial information and transactions from unauthorized access and fraud.

CONCLUSION:

The emergence of mobile payment apps has significantly altered consumer purchasing behaviour. These apps have revolutionized the way people shop, making transactions easier, quicker, and more digital than ever before. By replacing cash and traditional payment methods with simple, secure digital transactions, mobile payment apps have become a preferred choicefor many consumers.

Features like fingerprint scanning and unique codes enhance security, providing users with confidence when making purchases. Additionally, the technology behind these apps has continuously evolved, further enhancing their reliability and usability.

Moreover, mobile payment apps often offer rewards and discount coupons to users, incentivizing them to make purchases and fostering loyalty to both the apps and the brands they buy from. This added convenience and flexibility contribute to their popularity among consumers.

Businesses, regardless of size, need to adapt to these changes in consumer behaviour. Even small ventures can leverage technologies such as QR code scanners to facilitate seamlessmobile payments, enhancing the overall shopping experience for consumers.

In summary, mobile payment apps have had a profound impact on consumer purchasing decisions. They offer convenience, security, and incentives, leading to a widespread adoption of digital wallets among consumers. As a result, these apps have played a significant role in shaping consumer buying behaviour in today's digital age.

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